

NEWS RELEASE

Agency of Record for the Hung Liu Estate

Brent Foster Jones, a visual art hybrid public relations/content office, and MacFadden & Thorpe, a multidisciplinary design studio known for its work in the cultural field, are delighted to announce that their combined offices have been appointed agency of record for the Hung Liu Estate. The offices have partnered together with the estate as it honors and upholds the memory and artistic legacy of the groundbreaking artist (b. 1948, Changchun, China - d. 2021, Oakland, California), known for her powerful paintings based primarily on historical Chinese photographs. The strategy/reputation/brand relationship includes strategic planning, led by Pauline Shaver of Shaver Associates; public relations, including positioning and narrative, media relations, special events, an educational program @HungLiuEstate on Instagram led by Katharine James, the editorial voice of @DiebenkornFoundation; a brand and visual identity; and a forthcoming encyclopedic digital platform/destination of the artist's art and archives for scholars, curators, teachers, students, and aficionados, including a dedicated content channel featuring specially commissioned content and fresh scholarship. The offices most recently supported the estate to announce representation by RYAN LEE Gallery.



Michael Macor, *Untitled (Hung Liu)*, 1990. The Oakland Tribune Collection, The Oakland Museum of California. Gift of Ang Newspapers.

“The Hung Liu estate is thrilled to partner with Brent Foster Jones and MacFadden & Thorpe. We were impressed with Brent’s academic rigor in legacy work, and the thoughtfulness and sensitivity MacFadden & Thorpe brings to every aspect of designing an artist’s posthumous visual and public-facing identity. We look forward to working together to raise Hung Liu’s profile globally,” said Dorothy Moss, the newly appointed executive director of the Hung Liu Estate. Moss is the former senior curator of painting and sculpture at the Smithsonian’s National Portrait Gallery, organized the museum’s major retrospective, *Hung Liu: Portraits of Promised Lands* (2021-2022), and maintained a close friendship with the artist up until her death in 2021.

“We are deeply interested in the art and life of Hung Liu,” said Jones, whose graduate work in writing and visual criticism at California College of the Arts included coursework in contemporary Chinese art and visual culture followed by more than a decade of editorial work throughout the Asia-Pacific for a private foundation. “The cultivation of a deeper appreciation of an artist’s life, work, and values requires a dynamic strategy alongside an expansive presentation of the artist in a variety of settings and milieus. As a fully integrated strategy/verbal/visual communications partner, we will unite the public engagement of the estate and the art and legacy of the trailblazing artist with writing, design, digital, and social.”

A NEW PARTNER FOR ESTATES AND FOUNDATIONS

The offices recently announced a collaboration to provide artist studios, estates, and foundations with a single strategy and communications consultancy to oversee strategy, reputation, and brand, combining: strategic planning; positioning and narrative, media relations, content, special events, public programs, symposia, and social; with identity design, digital, advertising, photography, publications, and films. Boutiques in the model of small European firms, both offices began working together in 2016 on behalf of the Richard Diebenkorn Foundation; and the notion of a collaboration arose from a shared interest in modern and contemporary art and architecture, particularly that of California and the Pacific. Over nearly a decade, the offices have together executed an integrated strategy/reputation/brand program to expand appreciation of the singular painter, draftsman, and printmaker and to define and distinguish the Foundation.

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FOR MORE INFORMATION

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